

TELEVISION TUNING DEVICE SCREEN SAVER ADVERTISING

Abstract of Disclosure

Television tuning device screen saver advertising is disclosed. The television tuning device that is connectable to the Internet. While the user has his or her device connected to the Internet, advertising information may be cached. When the device enters a screen saver mode, the previously cached information is displayed. The advertising information can be targeted to the user based on demographic and other information, and can be interactive. The advertising information may also cause the device to tune to a particular channel related to the advertising information, such that both are displayed. The advertising information is unrelated to any sponsor of the television tuning device.